

Project Specification Template

Tender details – the opportunity

Company name	Amplified Global limited
Company address	11 Dorset Road, London N15 5AJ
Description of company activity/SIC code	<p>SIC07 63120</p> <p>Amplifi enables brands and organisations to use AI to gain a better understanding of how individual users interact with their content and recommend in an intelligent way.</p>
Objective of the proposed innovation project– this MUST involve activity that results in the development of or introduction to the market of a new product or service (max 300 words)	<p>The objective of our proposed innovation project is to develop, test and commercialise a user document engagement and competition technology through a SaaS platform.</p> <p>Amplifi allows businesses to engage with audiences, through a unique content gamification system, underpinned by propitiatory technology. Simply put, we empower brands to create a deeper engagement with audiences resulting in a better understanding of audience behaviour. This improves communication and drives sustainable growth.</p> <p>This is achieved through the use of a combination of modern technologies and theories including but not limited to Artificial Intelligence (AI), gamification methodologies and behavioural psychology frameworks.</p> <p>The new products will fit into a wider family of products developed by the company that helps businesses understand how users engage with their content and provide a more personalised experience.</p> <p>The new document engagement product will be aimed at the finance and HR sector, where there is a gap in the market for a product of this kind.</p> <p>The new competition product will be aimed at businesses that have a lot of users and generate significant content for campaigns, such as entertainment companies or charities.</p> <p>The key areas of development for both will include:</p> <ol style="list-style-type: none"> 1. Gamification of content 2. Making content interactive 3. User profile building



	<p>4. Recommendations based on preference and interaction</p> <p>By engaging in this project we hope to develop a new minimal viable product (MVP) which will enable amplify to introduce a new innovation into the market. Secondly, we aim to develop and run pilot projects with companies across multiple verticals</p>
<p>Company's current situation – existing project team and innovation project development stage (max 400 words)</p>	<p>Amplified Global Ltd. is a London based company (Start-up) that is focused on helping business understand user behaviour around their digital content. The company was founded in 2017 by Minesh Patel, along with his co-founder Jamie Stuart they have over 32 years' multi-sector global marketing experience. The company has a patent pending which was developed by the team and which underpins the technology we are looking to develop and commercialise</p> <p>A proof of concept, which focused on the gamification and engagement element of the patent, was launch in 2017, which had a great results. We validated the concept with a paying client. The company then pivoted to incorporate artificial intelligence through machine learning. This provided a better understanding of user behaviour and allowed us to build a profile to recommend products and information based on preference. This part of development is fully scoped out but we have not yet progressed further with this key component that underpins all Amplified Global products.</p> <p>Our technical expertise has been outsourced to development company 4XXi, who have provided the adequate support to get to this stage.</p> <p>This project will bring the technical expertise in-house and look to develop new products across new verticals with a focus in AI and gamification.</p>
<p>Business need – what expertise and support is required from a Knowledge Base to reach the objective(s) above? (max 400 words)</p>	<p>Amplified Global has knowledge of the latest marketing and engagement techniques that businesses are looking for and that are available in the market.</p> <p>However, the company lacks technical software development knowledge and capability and so is looking to</p>



European Union
European Regional
Development Fund

	<p>enter a Knowledge Exchange Embed Partnership with a Computer Games and engineering department at a UK university within London.</p> <p>Amplified Global is specifically looking to work with a Knowledge Base with strong expertise in gaming and a passion for Artificial Intelligence (AI) technology. It must also be a Knowledge Base with experience of and passion for Machine learning and behavioural psychology frameworks. There will be opportunities for designing the software and so we would expect the Knowledge Base to be able to present a strong design portfolio too.</p>
<p>Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.</p>	<p>Artificial Intelligence, marketing engagement, machine learning, gamification, SaaS, Mobile.</p>
<p>Required timescales (if any) for Project Start and duration, and if applicable anticipated product launch date</p>	<p>Start date: circa March 2019 Duration: 6 – 8 months Anticipated Launch: January 2020</p>
<p>Optional - company budget available to match fund KEEP+ grant (if known) please see 'Further details' for maximum funding amounts</p>	<p>Amplified Global has £30,000 to commit to this project, so would be seeking an additional £30,000 via the KEEP+ scheme.</p>
<p>Company Contact for further information</p>	<p>minesh@amplifi@xyz</p>
<p>Required tender response date (min 20 working days from posting of advert)</p>	<p>20 days</p>
<p>Responses are sought from organisations classified as Knowledge Bases, defined under the ERDF Definition of the Knowledge Base: Higher Education, Further Education and Research Entities which are: UK Public Sector Research Establishments, Research and Development Organisations, Research and Technology Organisations.</p> <p>The Company is seeking a Knowledge Base partner to work with them to develop a project which, dependent on a successful Grant Application, will be supported by the KEEP+ ERDF project using one of the three types of intervention described below. Please also see KEEP+ website – link.</p> <p>The Company would like to work with a Knowledge Base partner under a two stage contract.</p> <p>In Stage 1 they need the expertise of a Knowledge Base partner to develop and design the project which will deliver the solution for their business need and support their grant application to KEEP+. The Company have already secured a Grant from KEEP+ of up to £1k to fund 50% of the cost of this activity, subject to them procuring a suitable KB partner.</p> <p>In Stage 2, if the grant application to KEEP+ is successful, the Company requires the expertise of the Knowledge Base partner, to work with them to deliver the solution i.e. the project</p>	



European Union
European Regional
Development Fund

intervention supported by the KEEP+ grant.	
Criteria for Decision making	Assessment criteria are as follows <ul style="list-style-type: none">• Expertise fit• Timing fit• Suitability of proposed methodology Weighting is determined by the SME partner
Date for Contract Decision	Minimum of 20 working days from date of advertisement
Tender response templates	Please approach the company for the exact format of your response.

Further details for potential respondents

You are responding to a tender for an activity which is eligible for part funding by the European Regional Development Fund, specifically under the KEEP+ Programme.

The KEEP+ Programme aims to support SMEs to develop new products and services by fostering long term collaborative relationships between Knowledge Bases – Universities and research institutions – and SMEs who need expertise and support for innovation.

Please see KEEP+ website for further information www.keepplus.co.uk or contact the KEEP+ project team 0845 196 4310 carole.randall@anglia.ac.uk or 0845 196 4207 cheryl.cook@anglia.ac.uk

KEEP+ provides maximum allowable grants for its specific types of intervention. Those intervention types and maximum grant levels are as follows;

- Innovation Internship (max 12 week duration) – this intervention involves a graduate intern working on a relatively short term activity, they are based within the beneficiary company - grant allowance 50% of eligible costs to a maximum of £2,828.00 (please note, NO stage 1 grant).
- KEEP Knowledge Exchange Embed Partnership (12 month duration) - this intervention involves a graduate working on a mid- to long-term activity with the support of a specific academic staff member, the graduate is based within the beneficiary company - grant allowance 50% of eligible costs to a maximum of £30,275.00 revenue (including maximum Stage 1 grant) and £6,000 capital.
- KEEP Research and Innovation Collaboration (no fixed duration) this intervention involves an academic colleague working on a short- to long-term activity, they are based at the Knowledge Base but with regular face-to-face interaction with the beneficiary company - grant allowance 50% of eligible costs – these grants have an average cost of £19,250.00 revenue (but may range from £5,000-40,000, including maximum Stage 1 grant) plus a strict maximum of £6,000 capital.
- Capital grants are only available for the KEEP or Research and Innovation Collaboration projects, not Innovation Internships and any capital items must be procured separately.

The following is a guide to the types of cost that you should expect to occur should your application be successful;



European Union

European Regional
Development Fund

- Innovation Internship (max 12 week duration) – intern wage, administrative support
- KEEP Knowledge Exchange Embed Partnership (12 month duration) – project development, associate wage, academic wage, administrative support, training and travel (on the part of the knowledge base employees), minor equipment (please note there is a potential separate grant for major capital purchases), recruitment
- KEEP Research and Innovation Collaboration (no fixed duration) – project development, academic wage, administrative support, consumables (please note there is a potential separate grant for major capital purchases)